

1. Changes in Service Environment: Include recent and anticipated events or trends that will affect the scope and/or size of activities in the future, e.g., economic conditions, legislative action, opportunities

The changes in the service environment related to the design disciplines since 2008 have been dramatic. However, it could also be observed that many of these changes were underway as a result of new technologies, greater international involvement, and the critical need of American industry and business to be competitive in the world through innovation underpinned by design thinking. These pressures have resulted in the greatest unemployed and underemployed rate in the design professions since the Great Depression.

The firms that have successfully navigated this time indicate that approximately 40% of their workload did not exist as a role for a professional design office prior to 2008. In three years this dramatic shift has redefined the expected roles and responsibilities of designers.

This places pressure on design education to prepare more agile graduates who are able to move across design disciplines and interact with other professionals in non-traditional ways while still meeting the expectations of accrediting and licensing bodies. The profession expects new knowledge (relevant to practice) to emerge from the College. It must also be reported that in this past academic year, more faculty and graduate student peer-reviewed papers were accepted for presentations in conferences around the world than at any time in the College's history. Similarly, more research sponsored project proposals were submitted by faculty and awarded than at any time in the history of the College.

In the midst of this demand for individuals who are able to navigate a rapidly changing social and economic context through innovation, the school system in North Carolina is devaluing the study of the arts. The College feels this pressure as we see more requests for additional sections of our design camps at all levels of K-12 instruction, by requests for high school programs to be conducted throughout the school year, and from requests from high school teachers to offer support programs for their efforts. On campus this pressure is being felt by significantly increasing requests to enroll in design courses from majors across the University.

2. Initiatives: Major initiatives and/or changes to programs or activities

Design Studies – The Department of Art + Design debuted the new Design Studies Program in the 2010-2011 academic year with spring enrollment at 50 majors. Design Studies accepted 32 new freshmen for fall 2011, putting the total enrollment at 82 students in the first year. Design Studies courses provide general education options for students across the university as well as ADN 111, 112 and 414, requiring the addition of seven new sections.

Design Thinking and K-12 (led by Professor of Graphic Design Meredith Davis) – A collaboration with Parsons School of Design, New York, including a research project on the subsequent performance of students following design camp participation and new strategies for integrating design in technology education curricula.

Design Pedagogy (led by Professors of Graphic Design Meredith Davis and Martha Scotford) – The Department of Graphic and Industrial Design continues to “teach educators/researchers to teach/research,” offering a graduate/doctoral course in design pedagogy, providing mentored teaching and research assistantships, and encouraging all interested in qualified graduate students to participate in the University's Certificate of Accomplishment in Teaching program and Preparing Future Leaders workshops.

Product Innovation Lab (led by Professor of Industrial Design Haig Khachatoorian) – The Product Innovation Lab is a collaborative studio taught

in conjunction with the College of Engineering, College of Textiles, and the College of Management. Students' work on projects sponsored by internationally recognized corporations with a team approach, which simulates the working methods of many corporations.

Bachelor of Landscape Architecture – The undergraduate Bachelor of Landscape Architecture degree will be phased out over the next five to six years. Current students will be able to complete their course of study.

Graduate Certificates in Architecture – The School of Architecture introduced two new graduate certificate programs and a post-professional Masters of Architecture concentration in City Design and in Energy and Technology.

3. Diversity: Initiatives and progress

Ghana – Seventeen students embarked on a summer Service Learning Project with Women in Progress (WIP) and Global Mamas in Product Development under the guidance of professors Charles Joyner, Kofi Boone and Kathleen Rieder along with alumna Precious Lovell (MAD '10).

Innovators Academy Summer and After-School Program – This is a minority program for women and African-American students designed to guide middle school students through the design process as well as to introduce middle school students to the College of Design.

Department of Landscape Architecture – Kofi Boone was recently awarded tenure and promoted to associate professor. He is the first African-American to be so recognized in the Department of Landscape Architecture.

Department of Architecture – Two females and one Asian male were hired as faculty members through a rigorous search with a strong attempt to recruit diverse candidates and inviting target individuals to apply.

4. Instructional Program Advances, including curriculum development and program review

FAME – In spring 2011, funds were made available for the development of the graduate concentration in Art + Design for FAME: Fashioning, Alternative Materials and Entrepreneurship.

Professional Practice Studio – The School of Architecture received a grant from the National Council of Architectural Review Boards to design a new approach to teaching the Professional Practice course with a trial-version beginning fall 2011.

5. Research: Volume of activity and achievements of significance

The College had 59 proposals this year with 42 awarded funds amounting to \$2,429,948, which is an increase of \$392,112 from the previous academic year. Currently, there are 29 active projects with a total budget of \$2,151,303. The total proposed for the 2010-2011 academic year was \$7,827,582.

Research in Ergonomics Design Lab, RED (led by Assistant Professor of Industrial Design Sharon Joines, Ph.D.) – At RED, human factors research is conducted quantifying the effects of design choices on the human body. Quantitative data collected includes muscle activity (surface electromyography), joint posture (electrogoniometry), and force and pressure distribution.

NCSU and IBM Smart Building Collaborations (led by Professor of Architecture, Wayne Place, Ph.D.) – Place and his team provided consulting services in the areas of energy efficient lighting, daylight harvesting and control, electric lighting control, and integration of roof aperture and PV's.

Daylight Modeling in the Daylighting Research Lab (led by Professor of Architecture Wayne Place, Ph.D.) – An IDMP research grade station, which complies with CIE 108-1994 specifications, has been established to collect daylight climate data for a full-year in Raleigh, N.C.

"Championing the Value of Design in Affordable Housing" (led by Professor of Architecture Georgia Bizios) – A Habitat for Humanity leadership development module was created to prepare and teach Habitat for Humanities executives the value of design on affordable housing. The development module was sponsored by the Institute for Nonprofit Research, Education and Engagement.

Home Environments Design Initiative, HEDI (led by Professor of Architecture Georgia Bizios) – Two major ongoing projects were self-funded by HEDI in the 2010-2011 academic year. The first project was “Designing with the Pauli Murray Project Source” to assist with site planning and schematic designs for the re-visioning of Pauli Murray’s childhood home to create a place for community dialogues and educational programs and a means for mobilizing social justice. The second project was the “Duplin County Emergency Housing Complex” to assist Duplin County Sanders Service Center with site planning and schematic design for four units of emergency housing and a community building.

GRANTS

Army Research Office Grant (led by Dean Marvin Malecha and Associate Professor of Industrial Design Bryan Laffitte) – The college engaged in a cross-disciplinary project to develop rapid response, minimal footprint, military base-camp design systems for in-theater use by the United States Army in spring 2011.

Parks for Kids: Translating Evidence for Design, Advocacy, and Policymaking (led by Professor of Landscape Architecture and Director of the Natural Learning Initiative Robin Moore, MCP) – Moore, as overall project principal investigator, was awarded the sum of \$28,000 from the Robert Wood Johnson Foundation to investigate park setting and design on actual park use to provide guidance to design professionals involved in policy, planning, design, and programming of urban parks to prevent childhood obesity. Other co-investigators include Myron F. Floyd, Ph.D., from NC State University and James Roemmich, Ph.D., from the University of Buffalo.

Transportation Research Board Grant NCHRP Project 25-36 (Research Associate James Tomlinson as co-principal investigator) – Grant funding for the amount of \$190,076 was awarded to research “Impact of Land Use Strategies on Travel Behavior in Small Communities and Rural Areas.” The project team is a partnership between the Center for Urban and Regional Studies at UNC Chapel Hill, the Institute for Transportation Research and Education (ITRE) and the Community Design Initiative (College of Design) both at NC State University.

“New Methods for Documenting the Past: Recreating Public Preaching at Paul’s Cross, London, In the Post-Reformation Period” – The National Endowment for the Humanities awarded this grant to John Wall, Ph.D. who will serve as the principal investigator along with Assistant Professor of Architecture David Hill. Professor Hill will serve as the technical advisor in digital modeling and simulations.

“Affordable Housing in Wake County” – Professor of Architecture Thomas Barrie was the principal investigator along with research assistant Ryan Wallance to investigate housing needs in Wake County. Professor Barrie also investigated national and international best practices of affordable housing and created designs for a range of affordable housing models. The project was awarded the sum of \$4,000 by the College of Design Faculty Development Grant.

“Cash for Caulkers” Toolkit – Funded by a seed grant from the NC State Office of Extension, Engagement and Economic Development, a pilot partnership with Rocky Mount, N.C. was created to research and design for energy-efficient home renovations.

PUBLICATIONS

“Architectural Detailing; Function, Constructibility and Aesthetics” – Professor of Architecture J. Patrick Rand’s book will be translated into Korean and published in South Korea. The book was licensed from John Wiley & Sons to Kimoondang Publishing based in Seoul, South Korea.

“Detailing for Landscape Architects; Aesthetics, Function, Constructibility” – Professor of Architecture J. Patrick Rand’s new book co-authored with Edward Allen and Thomas Ryan will be published by John Wiley & Sons in 2011 focusing on principles of detailing that are relevant to landscape architecture applications.

“An Introduction to Healthy Places” – School of Architecture Head Robin Fran Abrams, Ph.D., co-authored a book with Howard Frunkin, Arthur Wendel and Emil Malizia focusing on making healthy places: designing and building for health, well-being and sustainability which was published by

the Center for Disease Control and Island Press in 2011.

PRESENTATIONS

“Landscape as Laboratory: Implementing LID Design-Build at NC State” – Assistant Professor of Landscape Architecture Andrew Fox and students Melissa Miklus and Leslie Morefield presented their findings at the NC ASLA 2011 Spring Conference.

“Constructing Knowledge: Design-Build as a Catalyst for Campus Learning” – Professor of Landscape Architecture Art Rice, Barry Duncil, Assistant Professor of Landscape Architecture Andrew Fox, Melissa Miklus, and Leslie Morefield presented at the CELA 2011 National Conference.

“Racialized Topography As Generative Design Tool: Community Design in Situations with Inequitable Land Patterns” – Assistant Dean for Research and Extension Celen Pasalar, Ph.D., led this project in conjunction with Associate Professor of Landscape Architecture Kofi Boone who presented at the CELA 2010 National Conference in Maastricht, Netherlands.

“Cellphone Diaries: Mobile Technology and Community-Authored Digital Videos in Asset Mapping” – Associate Professor Kofi Boone presented at the 2nd Erasing Boundaries Symposium in 2011.

“A Win-Win Proposition: Public-Interest Interns in Support of Service Learning Curricula” – Professor of Architecture Georgia Bizios presented with Research Associate Katie Wakeford at the “Educating at the Boundaries Community Matters” 2011 National Symposium in New York City.

“University-Based Internships in Public-Interest Architecture” – Research Associate Katie Wakeford, in conjunction with work by Professor of Architecture Georgia Bizios, presented at the “Bridging the Gap: Public-Interest Architectural Internships Special Session” for the Association of Collegiate Schools of Architecture Annual Meeting in Montreal, Canada.

“Responding to the Drape: Efficiency and Exuberance in Environmentally Responsive Fabric Reinforced Composite Panels” – Assistant Professor of Architecture David Hill presented at the ACSA Annual Meeting Proceedings.

6. Extension: Initiatives and public service activities

Innovators Academy (led by Associate Professor of Industrial Design Percy Hooper) – The Innovators Design Academy (launched in 2009) is an intensive eight-week program for ECU faculty, staff and students from numerous disciplines to create innovative products for a variety of industries. The Innovators Academy expanded with the Middle School Innovators Academy, a two-week, team-based education workshop for seventh and eighth grade innovators from Hope Middle School in Pitt County and Centennial Middle School in Wake County.

Industrial Design Community Contact – In 2010-11, the industrial design studio partnered with the North Carolina Autism Association to create a line of products that assist persons with autism to interface more effectively with the community around them. Graduate students also collaborated with local dentists with a goal of creating new products to assist dental professionals with their work in collaboration with East Carolina University School of Dental Medicine and Gurley Orthodontics of Cary, N.C.

Preventing Obesity by Design, Phase II (POD II) – Director of the Natural Learning Initiative Robin Moore was the principal investigator in collaboration with NC Partnership for Children (Smart Start) and Blue Cross Blue Shield Foundation of North Carolina to reverse the trend toward childhood obesity through TA and teacher education and by improving childcare outdoors to support physical activity and healthy eating. Funding for POD II was in the amount of \$380,000 for research done in 2009-2011.

Outdoor Learning Environments – Education Specialist Nilda Cosco, Ph.D., was the principal investigator from the Natural Learning Initiative to provide access to universally designed rich environments that support different learning abilities and cultural backgrounds. The funding was in the amount of \$52,000 for work done in 2010-2011 and was awarded by the Office of Early Learning, Department of Public Instruction.

Nature Play Corps – Director of the Natural Learning Initiative Robin Moore was the principal investigator for a pilot project to establish a nature

play corps within the 21st century youth conservation corps in association with the National Wildlife Federation and the U.S. Fish and Wildlife Services in the sum of \$102,000 from 2010-2011.

Shape NC – Director of the Natural Learning Initiative Robin Moore was the principal investigator for a comprehensive strategy to counteract sedentary lifestyles and support healthy eating of young children in N.C. The NC Partnership for Children supported by the Blue Cross Blue Shield of North Carolina Foundation awarded funding for \$750,000 from 2010-2013.

Community Design Initiative – Assistant Dean for Research and Extension Celen Pasalar, Ph.D., and Research Associate James Tomlinson assisted the Town of Atlantic Beach (\$8,750) and the Town of Bakersville (\$6,750) to develop designs for visual improvements to the communities and to help stimulate economic growth. Conceptual plan and illustrative renderings were created to raise support in the community and illustrate possible changes to provide more pedestrian and bicycle friendly environments.

Growing Gates County: Design & Planning Strategies – Assistant Dean for Research and Extension Celen Pasalar, Ph.D., assisted the Gates County community in recognizing opportunities for projects that promote growth and economic development (\$10,000). Research Associate James Tomlinson facilitated the project.

Urban Design Conference – The annual Urban Design Forum included the 8th annual Urban Design Conference, “Sustainable Suburbs: Reimagining the Inner Ring” and the 4th annual “Growing in Place Symposium” on the design of urban environments for families and children. Distinguished speakers included Patrick Phillips, CEO of the Urban Land Institute, Ellen Dunham-Jones, co-author of “Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs”, the Honorable William Hudnut III, former four-term mayor of Indianapolis and U.S. Congressman, and Abby Ehrlich, Director of Parks and Programming of Battery Park City Park in New York City. With over 300 people attending the Urban Design Conference and more than 100 people attending Growing in Place, participants included architects, landscape architects, government officials and planners interested in sustainable strategies for the design and development of city suburbs

7. Faculty: Honors, awards and recognition

- **Professor Meredith Davis** was awarded the Alexander Quarles Holladay Medal for Excellence by NC State University.
- **Professor Haig Khachatoorian** (Co-founder of the Product Innovation Lab) was cited in Forbes Magazine’s list of “10 Most Innovative Business School Courses in US.”
- **Associate Professor Santiago Piedrafit** was appointed a member of the AIGA National Board, and AIGA Design Educators Community Steering Committee.

8. Students: Honors, measures of quality and student activities

- **Michael Delaney and Jay Brown** were finalists for the 2011 Disney Imagineering Competition.
- **Kathryn Asad** won the 2010 Traffic Safety Competition at the New York International Auto Show.
- **Tim Bennett** won the 2011 International Forum Concept Award competition sponsored by iF (Industrie Forum Design of Hannover, Germany).
- **Sean Coleman** won the 2010 Shell Eco-Marathon Americas Urban Concept Car Competition.
- **Matthew Gilbride** came in third place at the International 2010 Electrolux Design Lab Competition.
- **Students in LAR 500 Studio Course** were awarded the 2011 Tri-State ASLA Honor Award for “Site as Machine for Health” and 2011 Tri-State ASLA Student Merit Award for the “Syme Hall Rain Garden” project.
- **Julie Murphy** was awarded the 2011 Tri-State ASLA Student Merit Award for “Yancey Square.”

- **Student team in ARC 503 Studio Course** came in first place in the Humanities and Design category of the Sixth Annual North Carolina State University Graduate Student Research Symposium. This work was also presented to the State Legislature Education Committee in 2011.
- **Interdisciplinary team of MARCH and MLA students from NC State and UNC Chapel Hill** were noted as an honorable mention in the Urban Land Institute Gerald Hines Urban Design Competition. The team comprised of students Dane Thompson, Grayson Maughan, Emily Rudkin, Andrew Cherry of NC State and Brika Eklund of UNC Chapel Hill and faculty advisor Robin Abrams, Ph.D.

9. Fund-Raising: Private fund-raising successes

As of the end of April 2011, the fund-raising totals exceed \$1,087,474, which surpassed the fund-raising goal for the 2010-2011 academic year of \$850,000 by 28%. This year's total is a 200% increase over last year's fund-raising totals. This is a result of two major gifts along with other sponsorship gifts.

- **Eduardo Catalano Scholarship Endowment** was created from a \$630,000 gift from the children of the late Eduardo Catalano, which will be added to a previous gift from Mr. Catalano, to create a \$1,000,000 endowed scholarship to support students in the School of Architecture.
- **William and Jane Valentine Scholarship Endowment** is a \$100,000 endowment for the School of Architecture by William and Jane Valentine to create scholarships for incoming architecture students.
- **Sponsorship gifts** from a variety of sources including \$25,000+ for the Urban Design Forum, \$25,000 for the Design Guild Award Dinner, \$10,000+ for Art 2 Wear along with annual scholarship gifts were donated to the College. Gifts from endowment donors whose funds were underwater were also critical in making scholarships available to students from endowed funds.

10. Administration: Achievements and staff changes

“New Contexts / New Practices” Educators Conference – The College successfully hosted “New Contexts / New Practices” this past fall 2010. The goal of the conference was to generate and publish ideas about how design education will address the defining trends of contemporary practice and culture.

Faculty and Staff Changes

Retirements – Professor of Art + Design *Susan Toplikar* and Assistant Dean for Student Affairs *Marva Motley* retired effective July 2010.

Phased Retirements – Professors *Roger Clark*, *Dana Raymond* and *Martha Scotford* have entered phased retirement.

Promotions – *Denise Gonzales Crisp* was promoted to Professor of Graphic Design. *Tameka Whitaker* was promoted to Assistant Dean of Student Services and Academic Affairs and *Angela Brockelsby* was promoted to Director of Communications.

New Appointments – *Celen Pasalar, Ph.D.* was appointed Assistant Dean of Research and Extension. *Jianxin Hu* and *Kathleen Rieder* were appointed to tenure track positions as Assistant Professors of Architecture and Art + Design respectively. *Carol Fountain Nix* was appointed to a non-tenure faculty position as an Associate Professor of Practice with a dual role in teaching a studio practicum along with a leadership role in communication efforts for the College.

New Hires – *Traci Rose Rider Ph.D.* was hired as the Director of the Downtown Design Studio. *Amanda Williams* was hired as the Director of Career Services. *Tania Allen* was hired as a Lecturer in a non-tenure track. The Contemporary Art Museum Initiative (CAM Raleigh) hired *Elysia Borowy-*

Reeder as Executive Director along with *Sarah Blackmon* as Camps and Workshops Coordinator and *Kate Thompson Shafer* as Gallery and Exhibition Manager. *Keith Emrick* was hired as a development program specialist for External Relations and *Charlotte Guice* was hired as an undergraduate student services specialist. *Bradley Bieber*, *Shweta Nanekar* and *Jesse Turner* were hired as research associates for the Natural Learning Initiative along with research assistants *Eli Valsing* and *Julie Murphy*. *Michele Rivest* was hired as an early childhood education coordinator for the Natural Learning Initiative.

11. Recommendations and concerns for the future

In order to meet the transforming professional and societal context that the College must serve, a plan for realignment was configured in June 2009, reassessed in July 2010 and continued during the 2010-2011 academic year. This plan put forward a strategic positioning of College resources and program development. The following elements of this plan are in various stages of implementation.

- RECONFIGURE THE SUPPORT STAFF FUNCTIONS OF THE COLLEGE
- DEVELOP FLEXIBLE CURRICULAR OPTIONS
- TRANSFORM FACULTY WORKLOADS AND REDUCE FACULTY LINES
- INSTITUTE CURRICULAR MANAGEMENT REQUIREMENTS
- FOCUS ON REVENUE GENERATION
- REQUIRE INTERNATIONAL, DISTANCE AND SUMMER CURRICULAR EXPERIENCES
- RECONFIGURE AND COMBINE ADMINISTRATIVE SUPPORT STAFF FUNCTIONS
- FOCUS ON REVENUE GENERATION AND REVIEW FISCAL MANAGEMENT PRACTICES

The above recommendations constitute a significant transformation in College operations and curricular development. We in the College recognize that several of these strategies run counter to stated plans to build the faculty, however, this path is the only path open to the College. There are several strategies that are important to the future of the College.

- GROW THE GRADUATE PROGRAMS OF THE COLLEGE
- FOSTER THE DEVELOPMENT OF A SCHOLARSHIP TRADITION IN THE COLLEGE
- CONTINUE COMMUNITY OUTREACH EFFORTS
- MAKE DESIGN COURSEWORK MORE AVAILABLE TO STUDENTS OF ALL MAJORS
- CONTINUE THE DEVELOPMENT OF THE DESIGN STUDIES CURRICULUM
- FOCUS ON REVENUE GENERATION

Examples that illustrate Strategic Goals emerging in the Draft Strategic Plan:

1. Enhance the success of our students through educational innovation.

Art 2 Wear – The 10th anniversary of Art 2 Wear took place in April 2011. Art 2 Wear is a student run production in collaboration with the College of Textiles showcasing the talents of both colleges.

Public Art Commission – Art + Design students designed a series of colorful banners to be displayed on the facades of the parking deck at the corner of West Davie and South McDowell Street in downtown Raleigh as part of a commission granted by Empire Properties.

LID Design Build Studio – Developed by Assistant Professor of Landscape Architecture Andrew Fox, the studio introduced and enables students to learn and implement state of the art technologies and design methods associated with harvesting rainwater. The studio resulted in several tangible outcomes including awards for innovation, major physical improvement on NC State's campus, employment opportunities for students and a five-year grant contract with University Housing in excess of \$175,000.

2. Enhance scholarship and research by investing in faculty infrastructure.

The College of Design has a distinguished history of teaching and practice in the design disciplines. However, the teaching loads of the faculty are among the highest in the University. This leaves little time for research and scholarship. It has been a significant challenge to the development of a scholarship culture to balance the teaching and practice mentality of the College. At the same time, because of budget reductions class sizes are growing. This places considerable pressure on academic units expected to meet accreditation standards.

The potential of the faculty has been demonstrated by the performance of College of Design faculty in the recent Chancellor's reinvestment Program.

3. Enhance interdisciplinary scholarship to address the grand challenges of society.

Innovative 2011 Summer Course Grant – Pat FitzGerald (A+D) and Ben Watson (CSC) were awarded \$20,000 to offer an interdisciplinary studio between ADN/CSC 591 for Flipix, a sequential display of interactive multimedia for mobile device(s) development.

4. Enhance organizational excellence by creating a culture of constant improvement.

The College of Design engages in continual assessment of performance through the conduct of annual administrative retreats to evaluate the success of programs, an active Administrative Council fully engaged in College decisions, regular meetings with the faculty and interactions with the College Faculty Senate and similarly regular meetings with the students and the Student Design Council. College efforts for improvement are also complemented by an active and engaged Design Guild and Leaders Council which include alumni from N.C. and across the nation.

5. Enhance local and global engagement through focused strategic partnerships.

Contemporary Art Museum – More than 2,500 people attended CAM Raleigh's opening weekend on April 29-30 with inaugural exhibitions by Dan Steinhilber and Naoko Ito. CAM Raleigh is a non-collecting museum created through partnerships between the community of Raleigh and NC State University's College of Design that explores a significant array of programs to engage the community.